

EPISCOPAL CHURCH WILL ADVERTISE IN DAILY PRESS

What Is Described as a Forward Movement Inaugurated in Denomination's Work.

Use of the advertising columns of the daily press for general church advertising, as well as for evangelistic purposes, has just been unanimously endorsed by two important conferences of the Protestant Episcopal Church in the United States. To give immediate effect to this action, the Headquarters News Bureau of the church in New York was requested to add at once to its staff an expert in advertising to co-operate in preparing and suggesting advertising copy for the use of the various dioceses and parishes of the church throughout the country. The statement says:

"The conferences at which this interesting departure was decided upon met respectively in New York June 21 and 22, and in St. Louis June 23 and 24. A third conference is planned for the Pacific Coast States early in September. The object of the conferences was to bring the whole church into close accord on the subject of publicity. The unanimous approval of the use of the advertising columns of the daily press followed prolonged discussion of the various mediums of publicity which from time to time have been used by the religious agencies."

An official announcement from the "Publicity Department of the Protestant Episcopal Church," No. 281 Fourth Avenue, says:

"This action, taken by one of the big church organizations of the country, marks a distinct advance in the attitude of the church toward the secular press and the daily press movement inaugurated in connection with the centennial anniversary of the Episcopal Missionary Society, which will be celebrated throughout the world the coming November. Especially significant is the emphasis which is laid upon the recommendation that the secular press be used as a medium for 'evangelistic' advertising."

"Heretofore church advertising has been largely confined to notices of Sunday services, like matters, but with the one hundred years of achievement behind its missionary society the church aims now at a broader effort than ever to lay its message before the world, and taking a page from the book of the big secular enterprises it is anticipated that advertising of a purely spiritual nature will be embarked upon on an upward scale by all the churches of the Episcopal communion. If cigarettes, breakfast foods, life insurance and motor cars are susceptible of successful advertising campaigns, may not the Church feel the greatest thing in the world—religion?"

"Various causes have operated to inspire this step on the part of the Episcopal Church. For instance, Rev. Harold Holt, publicity director of the Diocese of Western Michigan, detailed to the St. Louis conference an interesting two-year campaign which he conducted in the advertising columns of his local newspapers to attract attention to and arouse public interest in the parish and its teaching and work. He reported that results fully justified the effort."

**DOWNTOWN NEW YORK
DAILY MECCA OF 1,500,000.**

This Number Work in Lower Section of the City, but Reside Elsewhere.

Every business day of the year 1,500,000 persons converge upon Lower Manhattan, a district which the largest percentage of commuters in the world, according to a survey just completed by the Downtown Hospital Association. Into less than a square mile of territory bounded by Chambers Street, the North River, New York Bay and the East River, more than 400,000 railroad commuters, 1,000,000 subway, elevated and street railway passengers, and 100,000 automobilists and pedestrians enter each day.

The information is to be used for the community organization of the association, which is planning enlarged medical and surgical facilities for the emergency service of the large transient population and the small resident population in the district served. The resident population of this district is only 18,000. The total number of persons there at night, however, is considerably higher than this, due to the large numbers of charwomen and those who work in business institutions printing plants.

The longest distance traveled each way by any considerable number of commuters is ninety miles, the distance traveled by those who come each day from Philadelphia.

**SAILED WITH PERRY
TO "OPEN UP" JAPAN.**

John G. Mints, a veteran seaman who was with Commodore Perry when he opened Japan to foreigners in 1853 and a former member of the New York Police Department, was congratulated yesterday upon attaining his eighty-fifth birthday at his home in Brooklyn. He was born in Amsterdam, Holland, but came to New York when a child. He sailed to Japan with Perry's expedition. When the expedition returned he joined the Union Navy and after the war became a member of the old Metropolitan Police Department. He was also a pioneer in the insurance business. His children, grandchildren and great-grandchildren gave him a birthday gift.

FARMERS INSPECT CITY.

Representatives of every agricultural community in New York State today begin a three-day tour of this city to inspect the methods of handling farm products. They are the guests of the New York Central and are under the direction of P. A. Wink, Agricultural Agent of the road, and R. W. Quackenbush, Agricultural Agent. More than 100 farmers and officials of the various State Grange are in the city.

Their tour includes inspection of the kitchen and dining rooms of the Commodore, tour of the public markets and the public markets, inspection of the downtown fruit and vegetable market, the Mercantile Exchange and a trip by water around New York City to inspect the lighting and dock conditions.

CAR KILLS WIDOW AS SHE POINTS TO HUSBAND'S GRAVE

Girl Driving Machine Not Arrested, but Coroner Holds Demonstrator in Charge.

MERIDEN, Conn., July 18.—Mrs. Antoinette Remond of this city was killed late yesterday and Miss Albertina Maroot of Philadelphia was injured when they were run down in Hanover Road by an automobile driven by Miss Florence Harrington, a niece of Fire Commissioner Charles H. Cheesey of Meriden. Harold L. Cassidy, twenty-one, a chauffeur, who was demonstrating the car for Miss Harrington, is being held in \$2,000 bail by Coroner Eli Mix for operating a car without a license.

Mrs. Remond, who was forty-seven, was on the way to visit the grave of her husband, Eugene Remond, in St. Lawrence's Cemetery and was within a few feet of the gate when she was struck. Miss Harrington and Cassidy took the two women in the automobile and drove them to the hospital, but Mrs. Remond died on the way.

According to Miss Maroot, who has not been told of her friend's death, and who is suffering from bruises, contusions and shock, she had been visiting Mrs. Remond about two weeks. Her husband asked her to walk to the cemetery with her, adding she had visited her husband's grave every Sunday since his death. The women were walking south on Hanover Road and Mrs. Remond had just pointed out the grave, which could be seen through the trees, when they heard an automobile approaching behind them. At the same time another automobile came into sight from the opposite direction.

"We'll be hit, Albertina," Mrs. Remond exclaimed, and as Miss Maroot turned to look behind the car struck them.

Cassidy has been demonstrating cars for Cheesey, who is an automobile sales agent and garage owner. He was asked to give a lesson to Miss Harrington, whose parents were about to buy her a car. The police say she admitted she was driving, but the Coroner held Cassidy because he was in charge of the machine.

**Two Men and Woman Here
Injured by Automobiles**

Mary Walsh, sixty-two, of No. 126 Bradhurst Avenue received severe

Dental Dessert

WHEN YOU want bonbons you go to a candy store for them. When you want the most efficient tooth cleanser, you order Calox—The Oxygen Tooth Powder—alkaline, antiseptic, and a marvelous whitener for the teeth. There's especial economy in the large cans.

MAKESON & ROBBINS, Inc.
Makers of Anker—the Fruit Lavative
CALOX

Are You Suffering Pain?

Sloan's Liniment brings quick relief to all external aches and pains by renewing circulation in the painful parts, scattering congestion. You will find it soothing and comforting.

Sloan's Liniment is not an experiment. 40 years ago it was made purposely to fight pain and thousands use it with gratifying results.

Sloan's Liniment

Teeth Without Plates

Save Decayed Teeth. Tighten Loose Teeth. Treat Diseased Gums. SLOAN'S PATENT DENTAL METHOD. Made at Reasonable Prices. BROKEN PLATES REPAIRED. DR. BLOOM. 125 W. 4th St. N.Y.C. 10011. Hours 9 A.M. to 6 P.M. Daily.

lacerations of the head when struck by an automobile at 119th Street and Seventh Avenue. She was taken to Harlem Hospital.

John Jerker, thirty, of No. 51 Amsterdam Avenue, was internally injured when he drove his motorcycle into the rear of an automobile at Lenox Avenue and 118th Street yesterday afternoon. He is in Harlem Hospital.

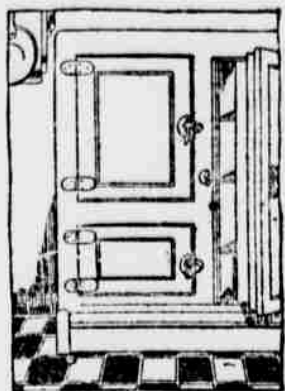
Giuseppe Aiello, seventy-three, of No. 2131 First Avenue, struck by an automobile yesterday morning at 169th Street and First Avenue, was taken, internally injured, to Reception Hospital.

BLOOMINGDALES' Illustrated Store News

VOL. 49, NO. 106 59TH ST. AT LEXINGTON AVE.

**Now For Refrigerators
Reduced to
\$18.98, \$27.98,
\$39.98, \$49.98**

Choice of four styles. Lift-cover, apartment house, Side-icer and four-door—in various sizes. Well lined in plain galvanized porcelain finished enamel and snow-white enamel. The cases are finished hard wood. Housewives can recognize these values.



Flowers that Bloom in July—Tra La!

Bedding plants reduced to 10c each. Such as the old familiar geraniums, salvia, coleus, begonia and vinca.

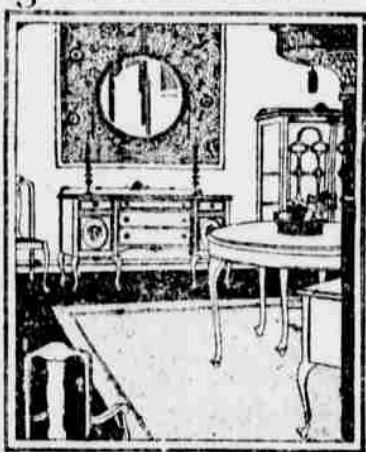
Whispering Telephone Mouthpiece, 95c

Don't shout your private matters over the phone—whisper them into one of these mouthpieces. They're sanitary and very special at 95c. Mail orders filled.

**\$500,000 Furniture Sale
Is On—Examples of
Its Values:**

**This Picture Shows Our 10-Piece Dining Room Suites
At \$395**

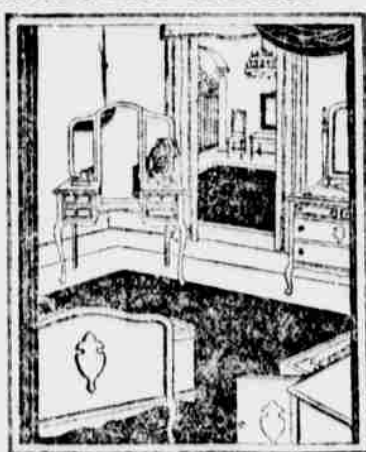
(Illustrated at right.) Queen Anne Period Suites in American walnut. 6-foot buffet, 4-foot china closet, 54-inch round dining table, 42-inch serving table, 5 side chairs and an arm chair. Very, very low priced.



**This Picture Illustrates
4-Piece Bedroom Suites**

Sale Price \$250

Illustrated at right. Also of American Walnut in Queen Anne design, beautifully finished and of dust proof construction. 48-inch dresser, full sized bed, semi-vanity dresser, 36-inch chiffonier. Remarkable at the price.



**This Picture Shows
3-Piece Living Room Suites**

Sale Price \$250

(Illustrated at right.) Luxuriously upholstered 7-foot divan; low, restful arm chair, and lazy hour high back chair. Pieces entirely covered with rich, soft fabrics, even beneath the Marshall reversible loose spring cushions. Value!



WATCHES GOLF, DROPS DEAD

One of Owners of Washington Baseball Club Dies at Country Club.

WASHINGTON, July 18.—B. H. Eynon, one of the owners of the Washington Baseball Club, dropped dead yesterday at the Columbia Country Club after watching "trypouts" for the international golf tournament to be held here next week.

Eynon, in the early morning had played eighteen holes, and it is believed the exertion and the heat caused his sudden death.

Eynon is the father of William J. Eynon, Secretary and Treasurer of the Washington Club.

Lord & Taylor

FIFTH AVENUE

Store-wide JULY SALES

Rugs! Reduced! Rugs!

A fact! Whittall and fine Wilton rugs reduced almost to cost for this summer July Clearance Sale. Get in on the Fifth Floor Savings.

Royal Wiltons Worsteds Wiltons

8 1/4 x 10 1/2	\$52.50	8 1/4 x 10 1/2	\$64.50
9 x 12	\$57.50	9 x 12	\$69.50

FIFTH FLOOR

**One Day Only!
Cretonnes Reduced to 28c**

Our entire line of a fine grade imported and domestic prints on fine heavy cloth at this tremendous reduction in price.

And Fine Stencilled Crash Reduced for Clearance!

Including window curtains, scarfs, portieres and couch covers.

NO C. O. D. NO RETURNS

FIFTH FLOOR

Special Purchases For July Sale

Comfortables	\$6.50	Plaid Blankets	\$8.25
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In time of heat prepare for cold! This is a new summer price for winter merchandise. It has a plain "Nainsook" covering and is wool filled. Colors in pink, blue, rose, lavender and tan.

SECOND FLOOR

**Clearance Sale of
Sheets and Pillow Cases**

One of the many features of this Sale is our Special Brand No. 300 sheets and pillow cases.

Sheets, 54x90 inches,	98c	Sheets, 81x99 inches,	\$1.55
Sheets, 63x99 inches,	\$1.25	Sheets, 90x99 inches,	\$1.75
Sheets, 72x90 inches,	\$1.25	Pillow Cases, 42x36 inches,	32c
Sheets, 72x99 inches,	\$1.40	Pillow Cases, 45x36 inches,	37c
Sheets, 72x108 inches,	\$1.55	Pillow Cases, 50x36 inches,	40c
Pillow Cases, 54 x 36 inches,	45c		

SECOND FLOOR

**Table Cloths and Napkins
At Lowest Prices in Years**

Damask Table Cloths, each \$3.75	Damask Napkins, dozen, \$4.95
Pure linen. 70x70 inches.	Pure linen. Exceptional values.

Huck Towels Down to \$5 Dozen

Pure linen of splendid quality

SECOND FLOOR

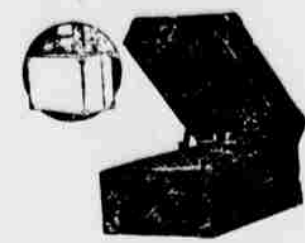
Low Prices on Furniture!

Grey Enamelled Cot, with folding head and foot, link fabric spring,	\$9.00	Floor Mattress, imperial edge, full size, art tickings,	\$26.50
Felt Mattress, with roll-edge, 30 inches wide,	\$11.25	Box Spring, upholstered,	\$28.75
Woven Wire Spring, closely woven fabric, roll edge, all sizes,	\$13.50	Windsor Bed, single or full size, in mahogany and ivory finish,	\$26.75
Wood Crib, finished in ivory or mahogany,	\$20.00	Mahogany Panel Four Poster Bed, full size,	\$35.00
Mahogany Finished Day Bed, with cane panels, 30 inch frame only,	\$24.00	Carled Hair Mattress, with roll edge, regulation of best ticking, full size,	\$43.50

SIXTH FLOOR

The illustration shows one of our Mahogany Panel Four Poster Beds, full size.

The price of this attractive bed is only \$35. Prices on other beds just as low.



**Just Out! The New
Portable
Victrola**

It is as convenient as it is new! A real musical instrument just the thing for picnics, camping and auto trips. As easy to carry as a traveling bag. Illustrated above.

Price, complete
\$45

SEVENTH FLOOR

Candlesticks, 85c

Solid Mahogany Candlestick. 10 1/2 inches high, with a drippless candle. Most attractive design.

FIFTH FLOOR

**Pillows Are
Reduced—2.50!**

Round or Bolster shape Cretonne Pillows, trimmed with silk fibre repp, 22 inches in size filled with silk floss.

FIFTH FLOOR

**"Northwind"
Electric Fans,
\$9**

This is a real fan with a real breeze! For use anywhere on a terracing or direct current. Blades 8 inches in diameter. No objectionable noise or vibration. Light and easily carried. Requires very little electricity. Swivel base allows fan to be turned on base as desired. Net weight of fan is 4 pounds.

SEVENTH FLOOR

**A Double Guarantee
A "Hartmann"
Trunk, \$50**

Illustrated below is the "Hartmann" Trunk made expressly for Lord & Taylor. A trunk guarantee of twofold merit. A new supply has just arrived. This is a full size wardrobe trunk, finely made throughout; 4 drawers; including a hat drawer device that locks all drawers at once; a shoe box for 4 pairs of shoes; an open top. In two sizes, with 11 or 13 hangers.



SEVENTH FLOOR

**Decorative
Linens**

At Radical Reductions

Reduced to, dozen, \$3.85
Tea Napkins, 200 dozen made of pure Irish linen. Hem-stitched.

Reduced to, each, \$1.50
Center-pieces, 300 Madeira hand embroidered pure linen.

Reduced to, dozen, \$1.25
Tumbler doilies, Madeira hand embroidered linen.

Reduced to, each, \$5.75
Luncheon Sets, 500 hand embroidered pure linen sets.

Reduced to, dozen, \$6.95
Tea Napkins, Madeira hand embroidered pure linen.

**Kitchen Towels
\$3.95 dozen**

Twilled type, woven in red only; large size. Radically reduced in price.

SECOND FLOOR